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Spring 3-2001

### What Factors were most Important in the Decision of Freshman Honors Students to Attend The University of Tennessee

Tom Paul Whittingham  
*University of Tennessee-Knoxville*

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# UNIVERSITY HONORS PROGRAM

## SENIOR PROJECT - PROSPECTUS

Name: Tom Whittingham

College: Arts & Sciences Department: Statistics / Math

Faculty Mentor: Dr. William Seaver

PROJECT TITLE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

PROJECT DESCRIPTION (Attach not more than one additional page, if necessary):

Projected completion date: \_\_\_\_\_

Signed: \_\_\_\_\_

.....  
I have discussed this research proposal with this student and agree to serve in an advisory role, as faculty mentor, and to certify the acceptability of the completed project.

Signed: Wm. L. Seaver, Faculty Mentor

Date: 3-30-01

Return this completed form to The University Honors Program, F101 Melrose Hall, at the beginning of your Senior Project Seminar.

Tom Whittingham  
Project Proposal

The goal of my project is to determine what factors were most important in the decision of freshman honors students to attend The University of Tennessee. A previous study by Deborah Hicks has concluded that financial incentives were the largest factor for a subset of my population. I endeavor to determine any other significant factors in this decision.

A second goal of this study will be to identify areas that first year honors students feel will most benefit the recruiting process. Data collected on this topic would indicate what possible improvements the honors program staff should concentrate on enacting to increase the attendance of the 'best and the brightest' students from Tennessee.

The ideal result of this study would be to identify what the most important factors were in determining to attend UT as well as what methods of recruitment are most successful and what new methods under consideration would yield the best results for honors program recruiters. The aims of this project are to identify the most important attributes of UT in the minds of prospective students as well as any specific areas that improvement would yield near-term and long-term recruiting benefits for the Honors Program.

## ABSTRACT

The goal of my project is to determine what factors were most important in the decision of freshman honors students to attend The University of Tennessee. A previous study by Deborah Hicks has concluded that financial incentives were the largest factor for a subset of my population. I endeavor to determine any other significant factors in this decision.

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Sept. 21

Dr. Bill Seaver  
Statistics

e-mail to UT address

### *Motivation for the study*

My motivation for undertaking this study has its roots in my involvement in the recruiting process at the University of Tennessee. From my first year as a member of the UT community I have felt obligated to spread my positive opinions about the University around my home community. I was an active recruiter in several activities during my tenure as a University of Tennessee student.

In one capacity I served as a student representative at the Volunteer Alumni Network party held for the students from my hometown area. At Dr. Gene Caldwell's home in Clinton, Tennessee I answered questions and quelled the fears of prospective honors students from Anderson County. I served in this capacity during my freshman and sophomore years.

In my junior year I was honored to serve as the junior class student representative on the Tennessee Scholarship Selection Committee, the committee that meets and reviews applications from prospective students and determines who is awarded the Tennessee and Chancellor's Scholarships for the next entering class.

My senior year I had the distinct honor of serving as the sole student representative on the Scholarship Selection Committee. In this role I was one of 12 individuals that read, scored and then met to determine which individuals should be awarded Tennessee and Chancellor's Scholarships as well as earn an invitation to the Scholars Weekend where they could be considered for the Whittle, Oldham and Manning Scholarships. After making these decisions, I then sat on the committee that selected from among these

\*\*\* find out the true number of students invited to the Scholars Weekend \*\*\*

finalists the winners of the Whittle, Oldham and Manning Scholarships.

It was in these positions that I learned some of the recruiting processes of the University of Tennessee and I experienced firsthand the attempts to matriculate the best applicants at the University of Tennessee. I have a great respect for those individuals that perform this vital service to the university community. Out of this respect grows my desire to better equip these individuals for their arduous task. It is my goal in this project to determine what improvements, if any, could be made in the recruiting process based on the feedback of those students who were successfully recruited in the most recent attempt at that time.

With this goal in mind I devised, based upon feedback from multiple sources, a survey that held the potential of identifying some specific successful recruiting activities or personnel and also some less than successful activities.

### *What were students asked?*

For a view of an unanswered survey, please see Appendix A: The Blank Survey. The students were asked to describe themselves in terms of very general demographics and categorize themselves by the types of scholarships they receive at the University of Tennessee. The students were then asked to rate several aspects of the recruiting process by University of Tennessee personnel including individual and group activities.

### *Who was surveyed?*

114 first year Honors Program students at the University of Tennessee were surveyed shortly after spring break in April of 2001. The seminar instructors and myself administered the surveys at the beginning of class. We then collected the surveys prior to actually beginning the class.

The 114 students surveyed represent a sizeable proportion, about 70%, of the freshman Honors Program students at the University of Tennessee. For a breakdown of which scholarship recipients made up the sample population and a view of which scholarship recipients were missing, please see Appendix B: Scholarship Types and Numbers.

\*\*\* Identify the actual number of scholarships awarded that year or edit the above lines \*\*\*

## **Analyses of Responses**

### **Financial Questions**

*How important were these financial incentives in your decision to attend UT?*

Clearly finances are one of if not the largest attribute to which UT can lay claim. More than 50% of the students surveyed indicated that they felt financial incentives were “very important” in their decision to attend UT. This result agrees with earlier work done by Deborah Hicks on National Merit Scholars attending UT.

The advantages of the relatively low cost of UT’s tuition should be expounded when attempting to recruit students.

*How did UT’s financial offer compare to that of other schools that accepted you?*

Once again the responses to this question indicate a clear correlation between the honors students who chose to attend UT and the comparability of UT’s financial aid offer to those students. This question hammers home the importance of financial concerns when recruiting students. The advantages of having excess scholarship or simply enough aid to begin saving money for personal spending (including study abroad trips or simply new clothes) should be explored as viable avenues of persuasion when communicating with prospective students in my opinion.

*Was the out of state tuition waiver important in your decision?*

These responses again relate the success of this provision of the honors program. The out of state students surveyed felt strongly as a group that the tuition waiver was an important consideration when they were making their college decision. Only one student out of the 9 that responded didn’t feel the waiver was an important part of their decision.

### **Large Group Recruiting Events**

The students were asked to rate from 1 to 5 (see sample survey – appendix A) how much influence certain recruiting events exerted on their college decision. These events included the

Scholars Invitational Weekend, VAN (Volunteer Alumni Network) parties, Scholars Weekend, Spring Visitation and local college fairs in their geographical hometown area.

### *Scholars Invitational Weekend*

40 of the 63 students who rated this event, or just over 63%, gave it a rating of '1' or '2.' This is less than a ringing endorsement. This data may be misleading though. As numerous students attend this particular event, not all of them are able to become members of the honors program. The attendees outnumber the entering honors students by a significant amount. On the other hand, 23 of the 63 honors students that attended this event felt it was "somewhat important" or greater in their decision to attend UT. 6 of those 23 students responded that it was "very important." As one cannot immediately assess the value of those six honors students, it is difficult to argue against a sustained honors program presence at this annual event.

Another important sidebar when analyzing these numbers is that all the attendees may not become honors students. Since the number of prospective honors students is so large, many will either be turned down or eventually decline membership in the honors program. This event, if able to impress 1/3 of the future honors students, must also be of some value to the rest of the prospective students. Also, as they are of high caliber and considered prospects for admission to the honors program, they will likely be good additions to the University of Tennessee community.

Regardless of speculation on both sides, it is clear that some intensive further study of the effectiveness of this event should be conducted. The effectiveness of it as a recruiting tool for the University of Tennessee in general, not specifically the honors program, should be addressed to better evaluate the returns, in terms of students attending, for the investment of time, energies and financial resources on the part of the University Administration.

### *Volunteer Alumni Network Party*

Once again, over half the students that responded as having attended a VAN party felt it was of little or no importance in their college decision. 34 students of 61 respondents felt that the event merited a '1' or '2' out of a possible '5.' However, this does mean that the remaining 27 students who responded felt the event was at least "somewhat important" in their decision to attend UT. Of those 27, only 3 felt that the event was "very important."

I think that closer study of these individual events could be used to individually calibrate each VAN party to the particular locale it is hosted. Each event already has some local flavor from the Alumni hosts, but local feedback might return useful suggestions for future events, some of which may be particular to individual hosts and/or events.

### *Scholars Weekend*

The responses to this question has some discrepancies that need to be addressed prior to any analyses of responses. The number of responses to this question exceeded the number of attendees at the event. There were 36 responses while at most 32 students were invited to attend the Scholars Weekend, which includes the final interviews for those prospective students who are selected as finalists in the competition for the Whittle/Oldham/Manning Scholarships.

The first trend within the data that I observed involves the scholarships awarded to the respondents of this question. Not a single student who rated the event a '1' or a '2,' the "not important values," was awarded the Whittle/Oldham/Manning or Tennessee Scholarships. On the other hand, every single respondent that rated the event "very important," either a '4' or a '5,' was awarded at least a Whittle/Oldham/Manning or the Tennessee Scholarship. Taking in the data and having experienced the Scholars Weekend this past year, I feel there is only one conclusion that can be reached. The vast majority, if not every single one, of the respondents that answered this question "not important" were in fact referring to the Scholars Invitational and not the Scholars Weekend. In my experience, there is a high likelihood, while not a certainty, that students invited to the Scholars Weekend will receive the Whittle/Oldham/Manning or the Tennessee scholarship. In fact, this most recent year, that was a guarantee given to the attendees of the Scholars Weekend. Each one was already awarded a Tennessee Scholarship with the chance to further win the Whittle, Oldham or Manning Scholarships to replace the award they had already received.

All of this leads me to believe that the true responses to this question are all "very important," or '4' or '5' on the numeric scale. This event is a must for recruiting the very top echelon of the applicants to the University of Tennessee into the Honors Program. I can without reservation recommend that this event continue to be held despite the lackluster numbers it received from my survey.

### *Spring Visitation*

The numbers on this annual event paint a dismal picture as regards recruiting honors students. Of the 114 students surveyed, 51 responded as having attended this event. Of those 51, only 12 students rated the event as "somewhat important" (3 out of 5) and no one rated the event as "very important" (5 of 5) in their decision to attend UT. While this is poor news for the Honors Program on the surface, I think it mostly indicates other successes. Other factors, such as financial incentives and other recruiting events, are simply more successful in attracting honors students that they stole the wind from the sails of the Spring Visitation. This event is held well after the application deadline so anyone they invite...

### *Local College Fair*

This question attempts to gauge the impression that local college fair representatives are able to make on potential honors students. Prior to looking at the answers to this question I'd like to make a few observations.

Firstly, the contact with a representative at a college fair is often a very early step in the process of choosing and applying to colleges and universities. Also, the college fair recruiter isn't predisposed to simply hunting down good students to become members of the honors program. They're trying to ensure that any adequate students they speak to are left with a positive impression of the University of Tennessee in the hopes that they will take that impression and form enough interest to apply and eventually attend the University. While many of the other recruiting events for the Honors Program include varying degrees of selectivity among the invitees, these college fairs have nothing in the way of requirements aside from an interest in possibly attending a university after completing high school.



With these considerations it should not surprise anyone if the local college fairs receive less than desirable ratings from the surveyed students. 58 of 82 responses were '1' or '2' ratings, those reserved for "not important." The remaining positive responses include only one '5.' So, as anticipated, the rankings for local college fairs aren't very high on the numeric scale used. These numbers shouldn't discourage college fair representatives, but should rather encourage those who work to recruit students into the honors program. Their efforts are clearly making more of an impression on the current honors students than the first UT college representative they met at a college fair. In light of my first comments regarding college fairs, it should be emphasized that I feel successful college fair representatives are needed to ensure the highest possible overall quality of the incoming student body; however, they will not be able to duplicate the success of other recruiters of prospective honors students due to their overlying mandate to recruit for the entire student body.

### **Relative Comparison to Other Schools**

*Overall, how did UT's efforts to recruit you compare to the other schools at which you were accepted?*

The responses to this question are encouraging. With only 2 students leaving this question blank, 112 responses remained to be analyzed. Of these 112, only 4 students rated UT's efforts to recruit them as "much worse" (1 on the numeric scale) than other schools that accepted their applications for admission. A further 31 responded with a rating of 2 (out of 5), the second worst rating possible. Another question that would make a valuable continuing study would be to ask the students to list other schools to which they applied and were admitted. If the Honors Program and the University of Tennessee were able to identify schools that regularly recruit students who are also interested in the University of Tennessee and could study their recruiting methods, this could prove beneficial in a long term sense of increasing our recruiting abilities, particularly for high quality students.

The remaining respondents rated UT's efforts to recruit them as "similar" or better (3, 4 or 5 on the numeric scale) as compared with the other schools that accepted them. This includes 29 that rated UT's recruiting efforts as superior to other schools competing for their attendance. I would say this is a positive result, particularly for those individuals that have endeavored to improve the recruiting process for the Honors Program. With an average score of 2.96 in this category, it is clear that while there is room for improvement, UT and the Honors Program are keeping up with other universities and colleges when it comes to recruiting the best and the brightest. Of particular interest is that 7 of the 12 Whittle/Oldham/Manning scholars surveyed rated UT's efforts to recruit them as 4 or 5, some degree superior compared to other schools that admitted them. Of the remaining 5, 3 students rated UT's efforts as "similar" (3 on the numeric scale). This result is to be expected though. The interesting result, which I cannot gauge in this study, would be how students who were awarded the Whittle/Oldham/Manning Scholarship but elected to attend another institution would rate UT's efforts to recruit them. This would be an excellent and extremely beneficial topic for further study in another project.

*How does UT's academic reputation compare to other schools at which you were accepted?*

Out of 111 responses, 62 students ranked UT's academic reputation as some degree worse (1 or 2 on the numeric scale) than the other schools to which they were accepted. Most of

the remaining students rated UT's academic reputation as 3. Only 2 students rated UT's academic reputation as better than the other schools where they were accepted.

While there is much in the working to improve the general perception of UT including attempts at increasing National Merit Scholars, the common perception of UT isn't as a competitive academic environment. With time, this perception can be changed, but for now UT recruiters attempting to enroll top-notch students must work against the consensus that UT isn't as good a school as the other choices available to these students.

## **Personal Contact Questions**

### *Individual visit to campus (not a part of a previously listed group activity)*

95 students responded to this question. Only 18 of the students who were surveyed hadn't visited campus. Of those who did visit campus, 25 chose "neutral," or 3 on the numeric scale as the best assessment of how their visit to campus influenced their decision. 14 students surveyed felt that their campus visits had little or no influence on their eventual decision to attend UT. The overwhelming majority, 56 students or 59% of those who responded to this question (not including those who responded "not applicable"), said that their campus visit was of great importance and influence in their decision to attend UT.

These students most likely were met and had a frank discussion with Dr. Broadhead or Michelle Blackwell of the honors program staff.

\*\*\* investigate any correlation b/t high ratings here and personal contact w/ honors program staff as well as any who may have said only money was the reason they attended UT \*\*\*

Since a large proportion of those students in the honors program felt that campus visits were an important factor in their decision, it would seem to make sense to encourage all students to make campus visits. This is honestly the only way they can get a true feeling for the campus and if they think they'll fit in at UT and/or will enjoy themselves here. A prudent study before embarking on that course of action would include an analysis of what proportion of students that decline offers to be honors students make campus visits. We may discover that they also feel that this visit was the reason for them not enrolling. In order to ensure that prospective honors students will find the campus suitable, it is sensible to encourage them to visit. This would also seem to me to be in the best interests of the prospective students, something for which all educators would ideally aim.

### *Personal contact with Honors Program Staff*

\*\*\* Investigate correlation b/t Campus Visit N/A's and N/A responses to this question \*\*\*

\*\*\* look into corr. b/t low scores here and high ratings in finances or other reasons to attend \*\*\*

My first observation was the large number of honors students that actually responded with a rating to this question. 92 of the 114 surveyed had personal contact with the Honors Program staff. Only 22 students surveyed chose "not applicable" indicating that they decided to join the honors program without having met the staff. This indicates to me that the Honors Program staff is actively promoting the program to visiting students rather successfully. The

ratings given by the respondents hold a promising evaluation of the Honors Program staff's efforts.

Only 15 of the respondents rated their contact with the staff a 1 or 2, the two degrees of "not important." An additional 26 respondents felt their contact as "neutral." The remaining 51 students rated their personal contact with the Honors Program staff as some degree of importance in their decision to attend UT. This includes the 20 students who felt that this personal contact was worthy of a 5 rating, the highest choice to indicate "very important," in their choice of university to attend.

\*\*\* follow this next paragraph up with a correlation analysis \*\*\*

On preliminary analysis it appears that a majority of Whittle/Oldham/Manning scholars rated this personal contact as higher on average than other scholarship recipients. Greater correlation would be expected b/t this category and the Scholars Weekend category or the actual Scholarship Received category.

#### *Personal contact with UT faculty member in prospective major*

Only 65 of the students surveyed felt this question was applicable to them. These 65 respondents are evenly divided on this issue. 34 students felt that their contact wasn't important to their decision or they were neutral about it. The remaining 31 thought it had some importance in their decision, with 15 students saying this contact was "very important" in their final decision to attend UT.

A follow up study to determine which faculty members are most effective in these recruiting roles would be of practical use to the Honors Program for future reference. Perhaps the UT Honors Program could establish some sort of liaison program with the various departments to ensure that the prospective students get the chance to meet with the not necessarily the top faculty in any given department, but more importantly a personable faculty member that can make the prospective student feel at ease as they extol the virtues of the department being visited. A program such as this would ensure that prospective student visits could be scheduled with care and ensure that any department has adequate warning of the upcoming visit.

#### *Personal contact with UT faculty member not in prospective major*

Just over half the students surveyed, 62 of the 114, listed this question as applicable to themselves. The remaining 52 responded that they had no contact with a UT faculty member outside their prospective major. Of the 62, 21 said it was neutral in their choice of UT. 22 listed it as some degree of "not important" (1 or 2 on the numeric scale). The other students, 19 to be precise, felt that their meetings with faculty held some importance in their college decision.

As is to be expected, these meetings seem less important to the students than those meetings with faculty in their prospective majors. Once again, I recommend some type of liaison system with certain, personable, well-liked faculty members that are certain to make the students want to take their class or join their program. One good example is Dr. Tandy, the director of the College Scholars program at UT. His program attracts a large percentage of honors students and a prospective student that was able to meet with Dr. Tandy and/or some of

the College Scholars honors students would likely take an improved view of enrolling at the University of Tennessee.

#### *Personal contact with UT graduate*

78 of the students surveyed reported they had personal contact with a University of Tennessee graduate that influenced their decision to attend UT. 21 of these students, roughly  $\frac{1}{4}$ , felt that this contact wasn't important in their college decision. A further 20 students chose the middle ground, 3 on the numeric scale, and evaluated their contact with a UT graduate as a neutral force in their decision. The remaining 37 students, just over 47% of the respondents to this question, felt that their contact with one or more UT graduates was important. Of those 37, 14 students felt it was a very important influence in their decision.

A University's alumni are always valuable assets, and UT is no different. The Alumni Association at UT is already active in the recruiting of prospective students; particularly high quality students that are also prospective honors program members. Their various programs include funding through alumni donations of scholarship grants for students with high test scores and other exemplary qualifications. Another program is the Volunteer Alumni Network parties. These organized recruiting "parties" are usually hosted in the home of an alumnus and feature members of the Alumni Association and the honors program attending with the sole purpose of interesting the attending students in different aspects of the University of Tennessee. Having personally benefited from both of these programs, I can attest to their worth in terms of a recruiting standpoint for prospective honors students.

The results from this category shouldn't be taken out of context though. Further investigation, including identifying exactly which alumni influenced these students, is needed. If after investigation one determined that the UT graduates that are having the most influence on prospective students are the random contacts or family members they know, then there is not very much that UT or the Honors Program can do to improve this area of recruiting. For now, we should take this result with gladness that former UT students are in fact encouraging prospective honors students to apply to and then attend UT. The best approach to this area is likely to be simply improving the University so that in the future our alumni base will have an even greater pride in the University of Tennessee and will even more fervently recruit the upcoming generations of students to attend UT.

#### *Personal contact with a current UT honors student*

Ideally this question would have been answered by every student surveyed as 5 or "very important." Of course that isn't the reality of the situation. Of the students surveyed, 71 responded to this question. Of those 71, 45 chose to rate this influence on their decision as 3 or lower on the numeric scale. These ratings translate to "neutral" (22), and two degrees of "not important" (eight '2's and fifteen ratings of '1'). The remaining students rated their contact as "somewhat important" (19) or "very important" (7). This is clearly an area that can benefit from some revision or strategic planning on the part of the Honors Program. A further study could perhaps identify certain students that are particularly successful in relating a positive image of UT and the Honors Program. Another possible resource to tap includes students with particularly unique and exciting college experiences including study abroad or starting their own organizations or unique internships. Pooling these students and dividing prospective majors

among them, the Honors Program could create a living, breathing poster so to speak. These students could be the chosen first line of contact with prospective students; the best and brightest of UT trying to recruit the best and brightest. With some informal training/orientation to go over and make sure that they all have a similar party line of information/statistics to include with their individual experiences one could produce a brilliant recruiting tool. It is my feeling that in the future, a similar study could easily have much more favorable results in this section with a concerted effort by the Administration and the students in the Honors Program.

#### *Personal contact with other UT student(s)*

This category displays exemplary numbers. The mean response among respondents (not including 'n/a' responses) is 3.66. The median value of 4 means that over 50% of the respondents felt that other UT students were "somewhat important or "very important" in their decision to attend UT. The actual count is 56 out of 91 responses that were 4 or 5 on the numeric scale. Additionally, only 12 students surveyed felt that their contact with current UT students was unimportant in their decision (1 or 2 on the numeric scale).

It would seem that the majority of current students that speak to prospective honors students have good things to say about UT. After analyzing these results I am inclined to revise my proposal for a group of students set up to attract and interact with the prospective honors students. Perhaps the group should be widened to include other UT students who display exceptional personal communication skills or other attributes that would make them skilled recruiters. If this group could be teamed with the Alumni Association to attend their VAN parties as well as meet visiting students individually or in small groups it could increase the retention rate for prospective honors students who apply to UT. Obviously we can't get every single student who visits to attend UT. One could however explore this possibility for recruiting and study it's success/failure over a trial period to determine it's true affect, if any, on recruiting honors students.

#### *Personal contact with the Admissions Office*

Of the 81 responses to this question 59 students responded that their contact with the Admissions Office was neutral or unimportant in their decision process. That leaves only 22, about 27%, of the respondents that felt their interaction with the Admissions Office was important in their decision to attend UT.

Once again, I feel that these numbers aren't the correct basis to judge the performance of the Admissions Office. Clearly the caliber of students that are responding to these questions aren't going to be attracted to a University by the same methods that the remaining 3500 entering freshman will. The low ratings here, as with the college fair question earlier, simply indicate in my mind that the other recruiting aspects of the Honors Program are doing their job. High numbers in other areas more than compensate for these lower numbers.

The proper basis for judging the performance of the Admissions Office staff lies in a study of the entire entering class or even more appropriately the entire set of prospective students that apply or even just interact with the Admissions Office. Using a narrow slice of the population of prospective students they deal with every year like one has in this study isn't an adequate method of measuring the success or failure of the Admissions Office.

### *Other contact from UT (brochures / mailings)*

102 of the 114 students surveyed responded to this question. 30 students answered 1 or 2 on the numeric scale; equivalent to “not important.” Another 35 students chose “neutral.” The remaining students answered 4 (29 respondents) or 5 (8 respondents) on the numeric scale. At first glance I was surprised at the large number of responses, over 1/3, that rated other contact from UT as important or very important in their decision. After more reflection, I decided that since much work had probably been put into the design and implementation of the mailings that it shouldn’t come as a surprise that these mailings succeeded in influencing the decisions of prospective students.

Once again though, the general target of the mass mailings sent out isn’t specifically directed toward prospective honors students. With that in mind, it’s unreasonable to expect that general mailings would have a serious influence on prospective honors students who have been receiving letters from half the known world ever since they broke 1300 on the PSAT their sophomore year of high school.

A continuation of my study that would be of interest would be to identify the specific mailings, if possible, that influenced these honors students. Were they general UT mailings? If so, which department is responsible for those mailings? Were they specific mailings from the Honors Program? If so, what was particularly influential and what should be revised? This small set of results regarding mailings in general isn’t enough to adequately critique any specific mailings; nonetheless, it is useful to know that some prospective honors students not only read but are also influenced by the mailings they receive.

*Please list any specific individuals or groups that were influential in your decision to attend UT*

## **Other Influential Factors**

### *Friends attending UT*

\*\*\* Check for correlation between financial incentives, do any honors students with financial aid packages look for friends attending UT as an excuse to go here rather than a more prestigious university \*\*\*

Only 12 students responded that this question didn’t apply to them or failed to respond entirely. Of the 102 students who did respond with a rating, this category clearly has some influence in their decision to attend the University of Tennessee. 25 students answered this question with the highest rating possible, a ‘5’ or equivalent of “very important” in their decision to attend UT. A further 29 students were only one step down at ‘4’ which can be equated with “important.” Of the remaining 48 students only 25 felt it was unimportant and the final 23 were “neutral.” While this isn’t a stunning majority of people declaring that their friends attend UT, it may give UT a small advantage over other universities when competing for prospective honors students from less competitive high schools. Since most honors program students are from Tennessee, and many are from smaller high schools that don’t typically send large percentages of graduates to out of state universities, UT has an apparent advantage in that many of these

students will have a high likelihood of knowing one or more fellow students from high school prior to beginning their freshman year. There are some high schools in Tennessee that routinely send large proportions of students to private and out of state universities that have superior academic reputations than UT. For many of these students though, they enroll in school not knowing any other students yet. At UT, there is a far greater chance of being around old friends in addition to the new friends they're certain to make at college. An investigation into the exact reason that current students chose to rate this question as important in their college decision may reveal a pattern similar to the one I just outlined that could be exploited in the recruiting process.

#### *UT's athletic teams' reputations*

The largest single response to this question was '1,' or "not important." This is in line with my expectations for the question. The next largest group is those who were "neutral" about the athletic teams' reputations in their decision to attend UT. These two groups, together with those who answered '2,' represent just greater than 75% of the responses. It is clear that while UT's athletic teams will lure some students here in the expectation of unforgettable Saturday afternoons every fall, it appears that for the serious types of students usually found in the Honors Program that athletics aren't a prime reason for attending UT.

\*\* check for some confounding or correlation with this category \*\*\*

#### *Extra-curricular activities at UT*

My expectations for this question are similar to those of the previous question. The highly motivated students desired by the Honors Program most likely aren't going to be swayed by a lack of extra-curricular activities. They are more often than not the individuals that will found clubs that don't already exist. This point of view is hardly relevant though at the University of Tennessee since it already has over 300 student clubs and organizations in existence. Because of this plethora of activities to choose from, I'm not surprised at the number of students who answered "neutral" or said that extra-curricular activities were and important influence on their decision to attend the University of Tennessee.

There were 109 responses to this question out of the 114 students surveyed. Nearly 48% of the respondents felt that the extra-curricular (E-C) activities available to students at UT were important in their decision to enroll at UT. The further 38 students who were "neutral" about the E-C activities should be investigated further. Were they neutral because they knew that all their other options also had tons of E-C activities to be enjoyed by students? Or can it be attributed to having their primary focus on another issue, such as classroom learning and research or financial issues? Regardless, these two groups indicate that knowledge of UT's diverse and eclectic extra-curricular activities can be an important factor in a prospective student's decision to enroll at the University of Tennessee. It seems prudent to continue at present levels or even increase the publicity that extra-curricular activities receive when trying to lure prospective students to the University of Tennessee.

#### *UT's campus appearance*

109 of the students surveyed responded to this question with a rating between 1 and 5. 37 students, or 34% of the respondents, gave campus appearance a rating of '4' or '5.' Only 1/3 of the students felt that campus appearance was important to their decision to attend UT. A further 31 students, or 28% of the respondents, felt neutral toward UT's campus appearance in terms of their college decision. The remaining 41 students, or 38% of the respondents, didn't think that campus appearance was important in their decision to attend UT. These numbers beg for further study. Campus beautification has been a major point of contention and a goal of several Student Government Administrations in the past few years. Such a large portion, 2/3 of the respondents, weren't really affected by the campus appearance. And the 1/3 that were influenced haven't actually revealed if it was a positive or negative influence on their decision. This is something that should be studied university-wide to determine if funding and manpower levels are adequate. If the University of Tennessee is losing quality applicants to other schools because it's lacking a few flower gardens, the situation should be remedied. Another consideration is why did certain students rate this issue "not important?" If it was because they didn't care at all what the campus looked like, then perhaps we shouldn't bother keeping the area nice. If it was rather that the campus was similar in appearance and upkeep to the other campuses they were considering, then perhaps upkeep budgets should be increased to give us another advantage in the competition for these students. The fact remains to be demonstrated for the purposes of this study if campus appearance is really a consideration in the minds of prospective students.

\*\*\* find some information on this, someone has to know what proportion of prospective students care about the campus appearance or to what degree prospective students care \*\*\*

#### *UT's academic reputation*

\*\*\* Check for any correlations \*\*\*

There were 111 responses to this question. They included 32 students that felt UT's academic reputation wasn't important to their decision. Further investigation into why so many felt it wasn't an issue should be a priority. Is it simply a result of the students' other school options being similar in academic reputation or is there a correlation between these students and any other factor such as athletic teams or something like that. Obviously there is some reason for these students to have chosen UT and ideally one could determine what factors other than academic reputation would draw an honors student to a particular university.

A further 34 students rated UT's academic reputation as neutral in their college decision. Once again, a follow up investigation into their reasoning would be ideal. The remaining 45 students felt that UT's academic reputation was an important factor in their decision to matriculate at the University of Tennessee. Despite the apparent goodness of this result, one must conclude that even here further investigation would be useful. It is possible that UT's academic reputation was an important part of their decisions in a negative sense, that other redeeming factors negated the poorer academic reputation that UT possesses than some other universities. If this is the case, then one should be interested in knowing what these other redeeming factors might be so that recruiters could highlight them in their quest to enroll top-notch students each year. Once again, correlations should definitely be checked between this response and any others on the survey.



*UT's location (e.g. close or far from home)*

This is of course a statistic of vital interest. Once again though it would seem that the desirable subjects to answer this question would be the students that didn't enroll in UT. If East Tennessee students feel that they will be too close to home, then some examples of local students who have had successful careers at UT should be prepared to counter this common misconception. Any student leaving home for college, even if their university is located in the same city as their high school, can cut strings and begin a new life within the university community. This whole arrangement is of course conditional on some study of students who didn't enroll at UT to determine if location was an important consideration for them.

For now, it will have to do to analyze the rationale of the existing honors students that have already been surveyed. 112 students responded to this question. The median of 4 indicates that more than 50% of respondents felt that location was an important influence in their decision to attend the University of Tennessee. The mean of 3.92 indicates that on average a student surveyed felt that UT's location was an important consideration on their part.

Of the 112 responses, only 12 said they felt location was an unimportant part of their decision to attend UT. An additional 22 students were neutrally inclined regarding UT's location and its influence on their enrollment here. Fully 78 students felt location was an important influence on their decision including 40 that felt it was a "very important" influence on their matriculation at the University of Tennessee. Clearly UT's location is an important attraction for the students that attend here. Now it remains to determine exactly what that attraction is. Is it distance for the out of state and West Tennessee students? Is it proximity for the East Tennessee students? Is it the urban setting or the location near a major river? Any of these could be the true considerations of the students but without further studies on this issue, I won't be able to pin exactly which it is. If that can be determined, it appears that it could be turned into a powerful tool for assisting recruiters.

#### *Family members that previously attended UT*

For many other issues, like drugs, alcohol and pre-marital sex, parents are often listened to by their children. This question was intended to determine if there appears to be any correlation of this sort in the college selection process.

\*\*\* check for any national or regional figures on this sort of parent-child collegiate tie-in \*\*\*

If a correlation exists here then it presents another possible avenue of recruitment to pursue. An alumni weekend or something of the sort might be arranged to ensure that children of alumni get the chance to come to the University of Tennessee and top-notch students could possibly be singled out to meet with Honors Program staff/students to try one more way to attract them to this university.

From the actual surveyed students there were 62 responses, or approximately 54% of the students, indicating that they had parents or siblings that previously attended the University of Tennessee. Of these 62, 19 students felt that their family contacts that attended UT weren't important in their decision. An additional 14 students felt that it was a neutral influence on their decision. The remaining 29 students felt that family contacts were indeed an important part of

their decision to attend UT. This includes 11 students that felt it was a very important part of their matriculation decision.

Once again one runs into the problem of how to improve this indirect form of recruiting. Possibly the best answer is to continue to work to improve the university so that each generation will have better and better things to say about the educational institution of UT. Another position one can take regarding this question is to enlist siblings and/or parents to bring UT to the attention of their prospective student siblings/offspring. One approach could be an admission fee waiver. If your sibling or an alumnus refers you to the university, they'll send an application to the address furnished by the referrer. The referred prospective student can then apply for admission without monetary cost, thus increasing the odds that more students will apply. This could be especially productive with parents who will likely be proponents of applying to any schools without an application fee, as they are usually the ones paying these application fees. All of these approaches and more could be studied and then the single or several best approaches could be implemented and the applicants studied to observe any effect the changes in policy might affect on the applicant pool to UT and the Honors Program in particular.

### **What does this mean for recruiters?**

Some of the trends that run through my collected data have implications in the recruiting practices of UT, in particular the honors program. The first and most noticeable is the trend of financial incentives being the main draw for UT in the minds of prospective students. Regardless of the prospective major, many prospective students are lured to UT because it represents an excellent value. Honors students in particular can benefit from this through exceptional financial aid packages. A student that earns a scholarship from UT along with an outside source can begin each semester with an infusion of cash that will allow them the freedom to avoid work, or to concentrate on working a job that they enjoy which may pay less than another job. These freedoms can be the difference between going to college, enjoying college, and having an unforgettable college experience.

Regardless of the financial advantages that are most attractive to a prospective student, the fact that there are numerous financial advantages associated with attending UT should be expounded to prospective honors students. My data indicate that among honors students the financial incentives to attend UT are more often than not very important in making the decision to attend UT.

## Appendices A - ??

### Table of Contents of the Appendices

Appendix A	.	.	.	.	The Blank Survey
Appendix B	.	.	.	.	Scholarship Types and Numbers
Appendix C	.	.	.	.	.

## **Appendix A: The Blank Survey**

The following 2 pages are a blank copy of the survey as it would have appeared to be given to a student, complete with hand drawn ink instructions in two places because the copies were made prior to the decision to include these arrows on page 2 for clarification of the instructions.

Insert here a blank copy of the survey including the hand drawn arrows on page 2

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## **Appendix B: Scholarship Types and Numbers**

The following \_\_\_\_ pages are tables that relate the number and types of scholarships possessed by the surveyed students.

by gender	Male	Female	blank	
	54	58	2	
within gender				
East TN	26	25	-	
Middle TN	14	14	-	
West TN	9	15	1	1 left this field blank also
Out of State	5	4	-	

Please circle the category to which you belong

Gender: M / F

High School Location: East TN Middle TN West TN Out of State

Which **multi-year** scholarship(s) did you receive from UT? Please check all that apply.

- |   |  |
|---|--|
| <input type="checkbox"/> African American Achievers or Bicentennial   | <input type="checkbox"/> Tennessee                     |
| <input type="checkbox"/> Whittle, Oldham or Manning   | <input type="checkbox"/> Presidential (National Merit) |
| <input type="checkbox"/> Bonham   | <input type="checkbox"/> Roddy                         |
| <input type="checkbox"/> Holt   | <input type="checkbox"/> Neyland                       |
| <input type="checkbox"/> Haslam   | <input type="checkbox"/> Valedictorian                 |
| <input type="checkbox"/> McClanahan   |  |
| <input type="checkbox"/> Other(s) (please list – including all <b>multi-year</b> scholarships you received) |  |

How important were these financial incentives in your decision to attend UT?

Not Important		Somewhat Important		Very Important
1	2	3	4	5

How did UT's financial offer compare to the offer from other schools that accepted you?

Less Favorable		About the Same		More Favorable		Not Applicable
1	2	3	4	5		6

If you're an out of state student, was the out of state tuition waiver important in your decision? Circle: **Yes / No**

For each of the following recruiting events, please express your opinion regarding how they influenced your decision to attend UT

	Not Important		Somewhat Important		Very Important	Not Applicable
Scholars Invitational Weekend (hosted at UT)	1	2	3	4	5	6
VAN Party (A meeting hosted at the home of a UT Alumnus in your geographic area of TN)	1	2	3	4	5	6
Scholars Weekend (The weekend of interviews and other activities for finalists for the Whittle, Oldham and Manning Scholarships)	1	2	3	4	5	6
Spring Visitation (A large group activity hosted by Undergraduate Admissions)	1	2	3	4	5	6
A college fair in your area	1	2	3	4	5	6

Overall, how did UT's efforts to recruit you compare to the other schools at which you were accepted?

Much Worse		Similar		Much Better
1	2	3	4	5



How does UT's academic reputation compare to other schools to which you were accepted?

Much Worse		Similar		Much Better
1	2	3	4	5

Please circle your opinion regarding the following question: How important was each of the following in influencing your decision to attend UT?

Not Important ↓	1	2	neutral ↓	3	4	Very Important ↓	5	Not Applicable ↓	6	
1	2	3	4	5	6					individual visit to campus (not associated with an activity listed on the front)
1	2	3	4	5	6					personal contact with Honors Program staff
1	2	3	4	5	6					personal contact with UT faculty member in prospective major
1	2	3	4	5	6					personal contact with UT faculty not in prospective major
1	2	3	4	5	6					personal contact with UT graduate
1	2	3	4	5	6					personal contact with UT Honors Program student
1	2	3	4	5	6					personal contact with other UT student (campus tour, visit)
1	2	3	4	5	6					personal contact with the admissions office
1	2	3	4	5	6					other contact from UT (brochures / mailings)

Please list any individual(s) or group(s) that were influential in your decision to attend UT and specify which category from the above choices best describes these person(s).

Please circle your opinion regarding the following choices and their influence on your decision to attend UT.

Small (Influence) ↓	1	2	neutral ↓	3	4	Large Influence) ↓	5	Not Applicable	6	
1	2	3	4	5	6					Friends attending UT
1	2	3	4	5	6					UT's athletic teams' reputations
1	2	3	4	5	6					Extra-curricular activities at UT
1	2	3	4	5	6					UT's campus appearance
1	2	3	4	5	6					UT's academic reputation
1	2	3	4	5	6					UT's location (e.g. close or far from home)
1	2	3	4	5	6					Family member(s) that previously attended UT (please list, e.g. sibling, parent(s) or other relative):

# Item Analysis Report

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## Reliability Section

----- Item Values -----			----- If This Item is Omitted ----- R2				
Variable	Mean	Standard Deviation	Total Mean	Total Std.Dev.	Coef Alpha	Corr Total	Other Items
fin_incent	4.339806	0.9956119	88.90292	18.205	0.8463	0.1176	0.2694
UT_offer	4.320388	1.139432	88.92233	18.13765	0.8458	0.1549	0.2886
Scholars_Inv	3.893204	2.16891	89.34952	17.27443	0.8374	0.4479	0.5668
CAN	4.009709	2.093384	89.23301	17.26563	0.8361	0.4730	0.6857
Scholars_wknd	4.84466	1.959178	88.39806	17.16834	0.8318	0.5661	0.6385
Spring_Vis	4.07767	2.208226	89.16505	17.11615	0.8342	0.5138	0.6711
college_fair	2.970874	2.055391	90.27184	17.47839	0.8406	0.3752	0.3524
UT_recruit	2.970874	0.944087	90.27184	18.24409	0.8468	0.0853	0.3581
UT_acad_rep	2.359223	0.7120031	90.88349	18.11364	0.8427	0.3127	0.3950
campus_visit	4.029126	1.368098	89.21359	17.65833	0.8368	0.4758	0.4770
HP_staff	3.902913	1.485317	89.33981	17.78221	0.8408	0.3457	0.3454
faculty_major	4.359223	1.731226	88.88349	17.40763	0.8347	0.5086	0.6944
faculty_not_major		4.242718	1.870651	89	17.22003	0.8319	0.5688 0.7169
UT_grad	4.048543	1.664972	89.19418	17.3996	0.8337	0.5378	0.5796
HP_student	3.92233	1.796998	89.32039	17.32233	0.8334	0.5362	0.6192
other_student	4.126214	1.355306	89.11651	17.64536	0.8364	0.4909	0.3976
admission_office		3.543689	1.753298	89.69903	17.52412	0.8377	0.4314 0.4998
other_contact	3.359223	1.454232	89.88349	17.75006	0.8397	0.3776	0.4628
friends	3.533981	1.576889	89.70874	17.76018	0.8412	0.3350	0.3051
athletics	2.669903	1.598948	90.57281	17.73973	0.8410	0.3423	0.4946
EC_acts	3.339806	1.209062	89.90292	17.85701	0.8400	0.3784	0.5967
campus_app	2.912621	1.365591	90.33009	17.76943	0.8394	0.3927	0.5746
acad_rep	3.174757	1.247957	90.06796	17.8662	0.8406	0.3569	0.6211
UT_location	3.92233	1.044963	89.32039	18.38756	0.8505	-0.0655	0.4209
fam_members	4.368932	1.814918	88.87379	17.61109	0.8405	0.3634	0.2993
Total			93.24272	18.34873	0.8448		

Cronbachs Alpha 0.844803

Std. Cronbachs Alpha 0.836477

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### Count Distribution Section

Variable	1	2	3	4	5	6
fin_incent	3	3	12	23	62	0
UT_offer	3	6	12	23	52	7
Scholars_Inv	28	7	11	5	6	46
CAN	24	6	13	10	2	48
Scholars_wknd	19	2	0	3	10	69
Spring_Vis	25	10	9	3	0	56
college_fair	41	12	14	8	1	27
UT_recruit	4	29	42	22	6	0
UT_acad_rep	12	44	45	2	0	0
campus_visit	6	6	23	29	22	17
HP_staff	10	5	24	29	16	19
faculty_major	11	6	15	16	13	42
faculty_not_major	14	7	18	11	7	46
UT_grad	9	12	18	21	12	31
HP_student	15	8	21	19	6	34
other_student	4	7	21	33	16	22
admission_office	16	14	27	16	4	26
other_contact	12	16	30	25	8	12
friends	19	6	21	24	24	9
athletics	38	10	25	15	8	7
EC_acts	13	5	35	37	10	3
campus_app	24	12	28	31	4	4
acad_rep	13	16	29	32	11	2
UT_location	2	8	23	34	35	1
fam_members	14	5	11	18	9	46
Total	379	262	527	489	344	574

### Percentage Distribution Section

Variable	1	2	3	4	5	6
fin_incent	2.91	2.91	11.65	22.33	60.19	0.00
UT_offer	2.91	5.83	11.65	22.33	50.49	6.80
Scholars_Inv	27.18	6.80	10.68	4.85	5.83	44.66
CAN	23.30	5.83	12.62	9.71	1.94	46.60
Scholars_wknd	18.45	1.94	0.00	2.91	9.71	66.99
Spring_Vis	24.27	9.71	8.74	2.91	0.00	54.37
college_fair	39.81	11.65	13.59	7.77	0.97	26.21
UT_recruit	3.88	28.16	40.78	21.36	5.83	0.00
UT_acad_rep	11.65	42.72	43.69	1.94	0.00	0.00
campus_visit	5.83	5.83	22.33	28.16	21.36	16.50
HP_staff	9.71	4.85	23.30	28.16	15.53	18.45
faculty_major	10.68	5.83	14.56	15.53	12.62	40.78
faculty_not_major	13.59	6.80	17.48	10.68	6.80	44.66
UT_grad	8.74	11.65	17.48	20.39	11.65	30.10
HP_student	14.56	7.77	20.39	18.45	5.83	33.01
other_student	3.88	6.80	20.39	32.04	15.53	21.36
admission_office	15.53	13.59	26.21	15.53	3.88	25.24
other_contact	11.65	15.53	29.13	24.27	7.77	11.65
friends	18.45	5.83	20.39	23.30	23.30	8.74

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### Percentage Distribution Section

Variable	1	2	3	4	5	6
athletics	36.89	9.71	24.27	14.56	7.77	6.80
EC_acts	12.62	4.85	33.98	35.92	9.71	2.91
campus_app	23.30	11.65	27.18	30.10	3.88	3.88
acad_rep	12.62	15.53	28.16	31.07	10.68	1.94
UT_location	1.94	7.77	22.33	33.01	33.98	0.97
fam_members	13.59	4.85	10.68	17.48	8.74	44.66
Total	14.72	10.17	20.47	18.99	13.36	22.29

### Item Detail Section for fin\_incent

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	3	2.91	2.91	
2	3	2.91	5.83	
3	12	11.65	17.48	
4	23	22.33	39.81	
5	62	60.19	100.00	
6	0	0.00	100.00	
Total	103			

### Item Detail Section for UT\_offer

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	3	2.91	2.91	
2	6	5.83	8.74	
3	12	11.65	20.39	
4	23	22.33	42.72	
5	52	50.49	93.20	
6	7	6.80	100.00	
Total	103			

### Item Detail Section for Scholars\_Inv

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	28	27.18	27.18	
2	7	6.80	33.98	
3	11	10.68	44.66	
4	5	4.85	49.51	
5	6	5.83	55.34	
6	46	44.66	100.00	
Total	103			

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### Item Detail Section for CAN

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	24	23.30	23.30	
2	6	5.83	29.13	
3	13	12.62	41.75	
4	10	9.71	51.46	
5	2	1.94	53.40	
6	48	46.60	100.00	
Total	103			

### Item Detail Section for Scholars\_wknd

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	19	18.45	18.45	
2	2	1.94	20.39	
3	0	0.00	20.39	
4	3	2.91	23.30	
5	10	9.71	33.01	
6	69	66.99	100.00	
Total	103			

### Item Detail Section for Spring\_Vis

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	25	24.27	24.27	
2	10	9.71	33.98	
3	9	8.74	42.72	
4	3	2.91	45.63	
5	0	0.00	45.63	
6	56	54.37	100.00	
Total	103			

### Item Detail Section for college\_fair

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	41	39.81	39.81	
2	12	11.65	51.46	
3	14	13.59	65.05	
4	8	7.77	72.82	
5	1	0.97	73.79	
6	27	26.21	100.00	
Total	103			

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## Item Detail Section for UT\_recruit

Value	Count	IndividualCumulative		Percent Bar Chart
		Percent	Percent	
1	4	3.88	3.88	
2	29	28.16	32.04	
3	42	40.78	72.82	
4	22	21.36	94.17	
5	6	5.83	100.00	
6	0	0.00	100.00	
Total	103			

## Item Detail Section for UT\_acad\_rep

Value	Count	IndividualCumulative		Percent Bar Chart
		Percent	Percent	
1	12	11.65	11.65	
2	44	42.72	54.37	
3	45	43.69	98.06	
4	2	1.94	100.00	
5	0	0.00	100.00	
6	0	0.00	100.00	
Total	103			

## Item Detail Section for campus\_visit

Value	Count	IndividualCumulative		Percent Bar Chart
		Percent	Percent	
1	6	5.83	5.83	
2	6	5.83	11.65	
3	23	22.33	33.98	
4	29	28.16	62.14	
5	22	21.36	83.50	
6	17	16.50	100.00	
Total	103			

## Item Detail Section for HP\_staff

Value	Count	IndividualCumulative		Percent Bar Chart
		Percent	Percent	
1	10	9.71	9.71	
2	5	4.85	14.56	
3	24	23.30	37.86	
4	29	28.16	66.02	
5	16	15.53	81.55	
6	19	18.45	100.00	
Total	103			

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## Item Detail Section for faculty\_major

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	11	10.68	10.68	
2	6	5.83	16.50	
3	15	14.56	31.07	
4	16	15.53	46.60	
5	13	12.62	59.22	
6	42	40.78	100.00	
Total	103			

## Item Detail Section for faculty\_not\_major

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	14	13.59	13.59	
2	7	6.80	20.39	
3	18	17.48	37.86	
4	11	10.68	48.54	
5	7	6.80	55.34	
6	46	44.66	100.00	
Total	103			

## Item Detail Section for UT\_grad

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	9	8.74	8.74	
2	12	11.65	20.39	
3	18	17.48	37.86	
4	21	20.39	58.25	
5	12	11.65	69.90	
6	31	30.10	100.00	
Total	103			

## Item Detail Section for HP\_student

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	15	14.56	14.56	
2	8	7.77	22.33	
3	21	20.39	42.72	
4	19	18.45	61.17	
5	6	5.83	66.99	
6	34	33.01	100.00	
Total	103			

# Item Analysis Report

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## Item Detail Section for other\_student

Value	Count	IndividualCumulative		Percent Bar Chart
		Percent	Percent	
1	4	3.88	3.88	
2	7	6.80	10.68	
3	21	20.39	31.07	
4	33	32.04	63.11	
5	16	15.53	78.64	
6	22	21.36	100.00	
Total	103			

## Item Detail Section for admission\_office

Value	Count	IndividualCumulative		Percent Bar Chart
		Percent	Percent	
1	16	15.53	15.53	
2	14	13.59	29.13	
3	27	26.21	55.34	
4	16	15.53	70.87	
5	4	3.88	74.76	
6	26	25.24	100.00	
Total	103			

## Item Detail Section for other\_contact

Value	Count	IndividualCumulative		Percent Bar Chart
		Percent	Percent	
1	12	11.65	11.65	
2	16	15.53	27.18	
3	30	29.13	56.31	
4	25	24.27	80.58	
5	8	7.77	88.35	
6	12	11.65	100.00	
Total	103			

## Item Detail Section for friends

Value	Count	IndividualCumulative		Percent Bar Chart
		Percent	Percent	
1	19	18.45	18.45	
2	6	5.83	24.27	
3	21	20.39	44.66	
4	24	23.30	67.96	
5	24	23.30	91.26	
6	9	8.74	100.00	
Total	103			



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## Item Detail Section for athletics

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	38	36.89	36.89	
2	10	9.71	46.60	
3	25	24.27	70.87	
4	15	14.56	85.44	
5	8	7.77	93.20	
6	7	6.80	100.00	
Total	103			

## Item Detail Section for EC\_acts

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	13	12.62	12.62	
2	5	4.85	17.48	
3	35	33.98	51.46	
4	37	35.92	87.38	
5	10	9.71	97.09	
6	3	2.91	100.00	
Total	103			

## Item Detail Section for campus\_app

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	24	23.30	23.30	
2	12	11.65	34.95	
3	28	27.18	62.14	
4	31	30.10	92.23	
5	4	3.88	96.12	
6	4	3.88	100.00	
Total	103			

## Item Detail Section for acad\_rep

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	13	12.62	12.62	
2	16	15.53	28.16	
3	29	28.16	56.31	
4	32	31.07	87.38	
5	11	10.68	98.06	
6	2	1.94	100.00	
Total	103			

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### Item Detail Section for UT\_location

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	2	1.94	1.94	
2	8	7.77	9.71	
3	23	22.33	32.04	
4	34	33.01	65.05	
5	35	33.98	99.03	
6	1	0.97	100.00	
Total	103			

### Item Detail Section for fam\_members

Value	Count	Individual Percent	Cumulative Percent	Percent Bar Chart
1	14	13.59	13.59	
2	5	4.85	18.45	
3	11	10.68	29.13	
4	18	17.48	46.60	
5	9	8.74	55.34	
6	46	44.66	100.00	
Total	103			

### Correlation Section

	fin_incent	UT_offer	Scholars_Inv	CAN	Scholars_wknd	Spring_Vis
fin_incent	1.000000	0.335198	-0.019351	0.007809	0.002196	-0.056715
UT_offer	0.335198	1.000000	0.125059	0.060336	0.009338	0.036770
Scholars_Inv	-0.019351	0.125059	1.000000	0.479591	0.614386	0.564670
CAN	0.007809	0.060336	0.479591	1.000000	0.674474	0.661537
Scholars_wknd	0.002196	0.009338	0.614386	0.674474	1.000000	0.644127
Spring_Vis	-0.056715	0.036770	0.564670	0.661537	0.644127	1.000000
college_fair	-0.076561	-0.042024	0.395151	0.407925	0.390839	0.475712
UT_recruit	0.135797	0.236605	0.051133	-0.128832	-0.050174	0.005798
UT_acad_rep	-0.007922	0.062182	-0.038400	-0.015518	0.026339	0.187853
campus_visit	0.136616	0.050558	0.219123	0.301143	0.305294	0.339988
HP_staff	0.141862	0.203931	0.158043	0.233632	0.220492	0.220524
faculty_major	0.042245	0.055394	0.119979	0.377754	0.314334	0.226000
faculty_not_major	0.028978	-0.004644	0.286752	0.277288	0.368846	0.256461
UT_grad	0.108237	0.162258	0.085611	0.188323	0.221737	0.244287
HP_student	0.151891	0.232525	0.241847	0.302518	0.247162	0.179421
other_student	0.004232	0.125923	0.314803	0.258728	0.247451	0.284964
admission_office	0.117780	0.010101	0.159793	0.121420	0.244594	0.100404
other_contact	0.097692	0.077778	0.034041	0.002064	0.085158	-0.011827
friends	-0.004305	0.100282	0.125766	0.072663	0.201650	0.131563
athletics	-0.008909	-0.005956	0.060410	0.144487	0.143081	0.160049
EC_acts	0.106747	0.012713	0.103701	-0.059419	0.105279	0.173620
campus_app	0.022053	0.024469	0.182183	0.031165	0.115803	0.012026
acad_rep	0.062206	0.022290	0.039562	-0.000656	0.103438	0.140888
UT_location	-0.078041	-0.102405	-0.181050	-0.232704	-0.140037	-0.120572
fam_members	0.260906	0.127174	0.102259	0.073881	0.148621	0.078398
Cronbachs Alpha	0.844803	Std. Cronbachs Alpha	0.836477			

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## Correlation Section

	college_fair	UT_recruit	UT_acad_rep	campus_visit	HP_staff	faculty_major
fin_incent	-0.076561	0.135797	-0.007922	0.136616	0.141862	0.042245
UT_offer	-0.042024	0.236605	0.062182	0.050558	0.203931	0.055394
Scholars_Inv	0.395151	0.051133	-0.038400	0.219123	0.158043	0.119979
CAN	0.407925	-0.128832	-0.015518	0.301143	0.233632	0.377754
Scholars_wknd	0.390839	-0.050174	0.026339	0.305294	0.220492	0.314334
Spring_Vis	0.475712	0.005798	0.187853	0.339988	0.220524	0.226000
college_fair	1.000000	-0.121698	0.080911	0.146737	0.111461	0.173791
UT_recruit	-0.121698	1.000000	0.205323	0.129702	0.053895	-0.017529
UT_acad_rep	0.080911	0.205323	1.000000	0.210577	0.033301	0.109034
campus_visit	0.146737	0.129702	0.210577	1.000000	0.334304	0.380496
HP_staff	0.111461	0.053895	0.033301	0.334304	1.000000	0.398773
faculty_major	0.173791	-0.017529	0.109034	0.380496	0.398773	1.000000
faculty_not_major	0.213493	0.092863	0.139998	0.292182	0.297900	0.708443
UT_grad	0.109281	0.113176	0.282870	0.309264	0.231858	0.568703
HP_student	0.092284	0.033326	0.129295	0.128539	0.360784	0.566847
other_student	0.265287	0.163806	0.176068	0.214783	0.196083	0.160158
admission_office	0.132301	-0.144334	0.148301	0.299874	0.204936	0.241867
other_contact	0.108494	0.129091	0.205551	0.162233	0.070771	0.181891
friends	0.156088	-0.015792	0.150564	0.183587	0.039095	0.097835
athletics	0.122337	-0.032410	0.234352	0.031329	0.019398	0.096382
EC_acts	0.169715	0.154768	0.426242	0.136206	0.062225	0.011368
campus_app	0.086407	0.203326	0.244346	0.379204	0.102113	0.088052
acad_rep	0.074624	0.237357	0.513439	0.312814	-0.001335	0.047801
UT_location	0.035453	-0.061942	0.169638	-0.060122	-0.282834	-0.103651
fam_members	0.084381	0.040663	0.177149	0.181207	0.133433	0.253831
Cronbachs Alpha	0.844803	Std. Cronbachs Alpha 0.836477				

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### Correlation Section

	faculty_not_major	UT_grad	HP_student	other_student	admission_office	other_contact
fin_incent	0.028978	0.108237	0.151891	0.004232	0.117780	0.097692
UT_offer	-0.004644	0.162258	0.232525	0.125923	0.010101	0.077778
Scholars_Inv	0.286752	0.085611	0.241847	0.314803	0.159793	0.034041
CAN	0.277288	0.188323	0.302518	0.258728	0.121420	0.002064
Scholars_wknd	0.368846	0.221737	0.247162	0.247451	0.244594	0.085158
Spring_Vis	0.256461	0.244287	0.179421	0.284964	0.100404	-0.011827
college_fair	0.213493	0.109281	0.092284	0.265287	0.132301	0.108494
UT_recruit	0.092863	0.113176	0.033326	0.163806	-0.144334	0.129091
UT_acad_rep	0.139998	0.282870	0.129295	0.176068	0.148301	0.205551
campus_visit	0.292182	0.309264	0.128539	0.214783	0.299874	0.162233
HP_staff	0.297900	0.231858	0.360784	0.196083	0.204936	0.070771
faculty_major	0.708443	0.568703	0.566847	0.160158	0.241867	0.181891
faculty_not_major	1.000000	0.569071	0.597709	0.312623	0.407747	0.223512
UT_grad	0.569071	1.000000	0.548492	0.340486	0.309922	0.251870
HP_student	0.597709	0.548492	1.000000	0.370381	0.290475	0.340924
other_student	0.312623	0.340486	0.370381	1.000000	0.234889	0.389634
admission_office	0.407747	0.309922	0.290475	0.234889	1.000000	0.484038
other_contact	0.223512	0.251870	0.340924	0.389634	0.484038	1.000000
friends	0.138429	0.240218	0.125493	0.266333	0.156370	0.261830
athletics	0.072937	0.230719	0.233246	0.177756	0.211524	0.241230
EC_acts	0.032531	0.230364	0.107026	0.230836	0.235731	0.264451
campus_app	0.135032	0.088123	0.141032	0.202011	0.298477	0.326979
acad_rep	0.065644	0.189331	0.049829	0.195504	0.251876	0.327014
UT_location	-0.095585	-0.116146	-0.175536	-0.083003	0.028626	0.102411
fam_members	0.308338	0.298990	0.285428	0.152269	0.170500	0.142452
Cronbacks Alpha	0.844803	Std. Cronbachs Alpha 0.836477				

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## Correlation Section

	friends	athletics	EC_acts	campus_app	acad_rep	UT_location
fin_incent	-0.004305	-0.008909	0.106747	0.022053	0.062206	-0.078041
UT_offer	0.100282	-0.005956	0.012713	0.024469	0.022290	-0.102405
Scholars_Inv	0.125766	0.060410	0.103701	0.182183	0.039562	-0.181050
CAN	0.072663	0.144487	-0.059419	0.031165	-0.000656	-0.232704
Scholars_wknd	0.201650	0.143081	0.105279	0.115803	0.103438	-0.140037
Spring_Vis	0.131563	0.160049	0.173620	0.012026	0.140888	-0.120572
college_fair	0.156088	0.122337	0.169715	0.086407	0.074624	0.035453
UT_recruit	-0.015792	-0.032410	0.154768	0.203326	0.237357	-0.061942
UT_acad_rep	0.150564	0.234352	0.426242	0.244346	0.513439	0.169638
campus_visit	0.183587	0.031329	0.136206	0.379204	0.312814	-0.060122
HP_staff	0.039095	0.019398	0.062225	0.102113	-0.001335	-0.282834
faculty_major	0.097835	0.096382	0.011368	0.088052	0.047801	-0.103651
faculty_not_major	0.138429	0.072937	0.032531	0.135032	0.065644	-0.095585
UT_grad	0.240218	0.230719	0.230364	0.088123	0.189331	-0.116146
HP_student	0.125493	0.233246	0.107026	0.141032	0.049829	-0.175536
other_student	0.266333	0.177756	0.230836	0.202011	0.195504	-0.083003
admission_office	0.156370	0.211524	0.235731	0.298477	0.251876	0.028626
other_contact	0.261830	0.241230	0.264451	0.326979	0.327014	0.102411
friends	1.000000	0.288341	0.191859	0.299600	0.156375	0.156311
athletics	0.288341	1.000000	0.575860	0.309940	0.225722	0.225079
EC_acts	0.191859	0.575860	1.000000	0.439748	0.486562	0.230609
campus_app	0.299600	0.309940	0.439748	1.000000	0.561317	0.187567
acad_rep	0.156375	0.225722	0.486562	0.561317	1.000000	0.408962
UT_location	0.156311	0.225079	0.230609	0.187567	0.408962	1.000000
fam_members	0.262776	0.221432	0.237184	0.290033	0.187683	-0.051945
Cronbachs Alpha	0.844803	Std. Cronbachs Alpha 0.836477				

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### Correlation Section

	fam_members
fin_incent	0.260906
UT_offer	0.127174
Scholars_Inv	0.102259
CAN	0.073881
Scholars_wknd	0.148621
Spring_Vis	0.078398
college_fair	0.084381
UT_recruit	0.040663
UT_acad_rep	0.177149
campus_visit	0.181207
HP_staff	0.133433
faculty_major	0.253831
faculty_not_major	0.308338
UT_grad	0.298990
HP_student	0.285428
other_student	0.152269
admission_office	0.170500
other_contact	0.142452
friends	0.262776
athletics	0.221432
EC_acts	0.237184
campus_app	0.290033
acad_rep	0.187683
UT_location	-0.051945
fam_members	1.000000

Cronbachs Alpha 0.844803      Std. Cronbachs Alpha 0.836477